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Syngenta Business Institute: An innovative professional business development program for superintendents.

Golf course superintendents have increasing requirements to not only deliver outstanding turf conditions, but to also possess excellent business and managerial skills. For this reason, the Syngenta Business InstituteSM (SBI) was created as an innovative professional business development program for superintendents.

Since 2009, Syngenta has partnered with the Wake Forest University School of Business, which is renowned for its nationally-ranked MBA executive business program and first-class instructors, to bring this valuable educational experience to superintendents.

Syngenta has a long history of providing innovative products, and through SBI, Syngenta helps superintendents with their day-to-day operations.

Over the last decade, more than 275 superintendents have received hands-on, practical knowledge to enhance their business intelligence and leadership skills for their professional development.

This unique, three-day program provides a business management curriculum including:

- Financial management
- Managing generational and cultural differences
- Leadership skills
- Work/life balance
- Effective communications
- Negotiation tactics and more

After completing the curriculum at SBI, superintendents will possess enhanced business management skills that can be used immediately upon return to their golf course.



Application Process

Golf course superintendents can apply for the 2020 Syngenta Business Institute that will take place December 1-4, 2020.

Approximately 25 superintendents will be selected to participate in this elite program.

SBI is only open to individuals employed in the United States as a superintendent, director of agronomy or at an equivalent level.

To be considered, candidates must fill out an application, which includes a short essay on why you should be selected to attend SBI. Beginning **March 2, 2020**, the application can be accessed online at **GreenCastOnline.com/SBI**.

Completed SBI applications are due by midnight PDT on Tuesday, August 11, 2020. Participants will be notified of their acceptance into the 2020 Syngenta Business Institute class in October.



Proven Success

Over the years, superintendents from across the country have praised this program for its effectiveness and impact on their careers. Check out reviews from the Syngenta Business Institute Class of 2019:

"The value of SBI is so great. I've attended a lot of continuing education seminars, and this was definitely the most impactful post-college educational activity I've ever been able to participate in. From a financial perspective, I've never been able to learn about financials from educators. It's a little different. The information was easier to digest. It's superior to other experiences that I've had. I can't compare this to anything else I've done. The amount of personal reflection that I've experienced from SBI has only just begun. If you're willing to challenge yourself and do the personal reflection, you'd be absolutely crazy not to apply."

Thomas Slevin, golf course superintendent
Napa Golf Course at Kennedy Park, Napa, California

"SBI is the most comprehensive event that I have attended. There is a greater business value than just the curriculum. It is the relationships you make and strategies you learn from other superintendents. We talk turf sure, but most of the conversation is not centered around that. Instead, the discussions about the intangibles of our profession are what really matter."

Kevin Mark, golf course superintendent
Carlisle Country Club, Carlisle, Pennsylvania

"Syngenta really owns this education space. It's an impressive commitment to their support of individual superintendents and relationship building. There is a long history of superintendents seeking agronomic information, but surprisingly there's less enthusiasm for business education. But if you open your horizons, you'd be surprised at how useful these events are. They are very worthwhile."

Chris Carson, golf course superintendent
Echo Lake Country Club, Westfield, New Jersey

"Peer interface is the glue that holds our industry together. SBI is a tremendous opportunity to share ideas about the problems we are all facing. I was super excited to come to SBI for months. It was more than I expected. The program is right on the money. Whether it is negotiating, finances or navigating cultural differences, they all hit home. If you care anything at all about your professional development as a superintendent, there's no better place to come than SBI. Take the time to put some thought into your application and discover SBI for yourself."

John Gold, golf course superintendent
Valley of the Eagles Golf Club, Elyria, Ohio

To learn more about the Syngenta Business Institute and how you can apply, please visit GreenCastOnline.com/SBI or talk with your local Syngenta territory manager.

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